



MARTIN LUTHER KING, JR. DAY OF SERVICE

Corporation for
**NATIONAL &
COMMUNITY
SERVICE** ★★ ★

Locate Community Health Centers and Sign-Up for CHIP



The Challenge



Are low- and middle-income families in your community aware of the ways in which they may access health care for themselves and their children? Plan a service project for the Dr. Martin Luther King, Jr. Day of Service that helps families learn about the availability of free and reduced cost care through Community Health Centers and get children signed up for the Children's Health Insurance Program (CHIP).

This toolkit will help you to address this community need by:

- Explaining associated terms
- Highlighting helpful resources
- Sharing effective planning steps
- Outlining project management tips
- Providing ideas for communicating your message
- Sharing tips for reflection and reporting

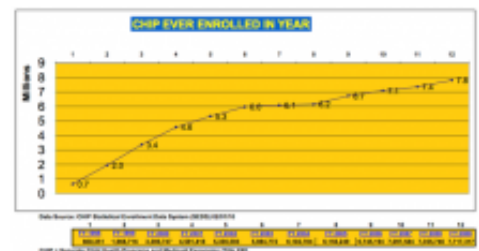


Prepare

Learn Associated Terms

Before you jump-start the planning phase of your project, be sure you know the terms associated with the work you are about to do.

- **Community Health Centers:** These locations serve the primary health care needs of more than 22 million patients in over 9,000 locations across the United States. Health centers play a crucial role in providing affordable health services for millions of uninsured and newly jobless Americans.



- ***The Children's Health Insurance Program (CHIP)***: CHIP provides free or low-cost health coverage for more than 7 million children up to age 19. CHIP covers U.S. citizens and eligible immigrants. Participation rates vary from more than 95 percent in Massachusetts and Vermont to a low of 70 percent of eligible children enrolled in Nevada in 2011.

Identify a Location

Identify the groups that are providing community health services in your state. Ask them to partner with you on a project to increase awareness CHIP sign-up in your state

Take your project to your potential audience by contacting places that already serve your target audience, such as schools, public housing, community centers, social services centers, churches, or feeding programs in your community.

One or more of these locations may be the ideal place to host your event. Select a location that is easily accessible via public transportation or within walking distance of the places where people live, learn, pray or play.

Browse Helpful Resources

- **An Overview of CHIP** (<http://www.insurekidsnow.gov/chip/index.html>)
 - **CHIP Sign-up** (<http://www.insurekidsnow.gov/state/index.html>)
 - **Outreach materials, including flyers, recordings of Public Service Announcements and social media materials in English and Spanish** (http://www.insurekidsnow.gov/professionals/year_round_enrollment.html)
 - **Information about state and federal resources for CHIP, including Medicaid and the Affordable Care Act** (<http://www.medicaid.gov/medicaid-chip-program-information/by-topics/childrens-health-insurance-program-chip/childrens-health-insurance-program-chip.html>)
- **Community Health Centers** (http://findahealthcenter.hrsa.gov/Search_HCC.aspx)
- **Let's Move** (<http://www.letsmove.gov/>)
- **Choose My Plate** (<http://www.choosemyplate.gov/>)
 - **Children Over Five** (<http://www.choosemyplate.gov/children-over-five.html>)
 - **Whole Grain Lesson** (<http://www.choosemyplate.gov/downloads/WholeGrainLesson.pdf>)
 - **Whole Grain Word Scramble** (<http://www.choosemyplate.gov/downloads/WholeGrainScramble.pdf>)
 - **Kid Friendly Fruit and Veg** (<http://www.choosemyplate.gov/food-groups/downloads/TenTips/DGTipsheet11KidFriendlyVeggiesAndFruits.pdf>)



Plan

A successful group effort requires a motivated team whose members agree upon clearly defined tasks, set reachable goals, and act with inspiration and purpose.

Build a Team

- Start off planning with folks you know, and ask them to tell others to join your efforts.
- Meet regularly, especially as MLK Day approaches.
- Assign concrete tasks to keep everyone motivated and on track.
- As you work, talk about the parallels between Dr. Martin Luther King, Jr.'s impact and your own.



Set Goals

Build your planning team

Whether you are a team of few or many, a planning team will help you execute all aspects of your project. Below are some roles your planning team can take on. If it's only you: reach out to volunteers past and present to fulfill these roles:

- Project Development
 - Volunteer Recruitment and Management Team
 - Communications Team
 - VIP/Leadership Engagement Team
 - Fundraising Team
 - Event Team
-
- Set goals, such as number of people trained, items supplied, and folks pledging to pass along what they've learned to others.
 - Record these goals and make sure you can meet them. Ensure you and your team choose goals you can all agree on.

Plan Your Project

There are a number of ways that you can plan to promote the CHIP in your community. Here are a few ideas for planning tasks to complete:

- Gather information on the specifics of **CHIP sign-up** (<http://www.insurekidsnow.gov/state/index.html>) in your state
- Gather information on **Community Health Centers** (http://findahealthcenter.hrsa.gov/Search_HCC.aspx) in your community and the services they offer
- Contact Community Health Centers and CHIP program and ask if they can provide speakers for your event to tell participants about the services offered by the health centers or the health benefits children can receive under CHIP.
- Contact healthcare providers and invite them to engage in dialogue with participants about health.
- **Incorporate learning into any service you do** ([node/292](#)) by sharing information about the issues your project addresses and about Dr. King's work and teachings as it relates to the issue.
(<http://www.eitc.irs.gov/ptoolkit/awarenessday/>)

Raise Resources for Equipment and Supplies

Involving and engaging kids

Whether kids show up to volunteer or they unexpectedly arrive with parents who can benefit from your service, have activities that they can do such as:

- Carry light objects
- Decorate cards, lunch bags, or placemats
- Serve refreshments to the adults hard at work
- Organize or tidy the project spaces
- Watch a film about Dr. Martin Luther King, Jr.

See [Engaging Kids in Service \(node/296\)](#) for more on kid-friendly service projects.

What supplies will you need to promote the CHIP in your community?

- Seek financial and in-kind donations from businesses for the supplies you'll need to run your project
- Solicit funds from team members and/or others to purchase items you need for successful MLK Day
- Purchase the necessary supplies prior to the service day so they're ready to go on MLK Day.

Manage Your Project

The following tips will assist you with managing a successful service project.

- Utilize to do lists for the days leading up to, day of and post event day.
- Make sure team leaders or coordinators are at the site early, the site is set up, and they are ready to greet volunteers or community members as they arrive.

- Officially welcome everyone and talk about the purpose of the event: promoting CHIP in the community in honor of Dr. Martin Luther King, Jr.
- Organize volunteers into different work teams. For example, have different people greeting participants, handing out refreshments, responding to questions, or distributing materials.
- Build moments of reflection into your planned activities. Share stories and words from Dr. King and about any insights you've gained so far [about the connection between your service and Dr. King's teachings \(node/292\)](#).
- Document the day with pictures and video and be sure to have participants sign a photo release form.
- Conduct your event, offering continuous encouragement to participants.



Communicate Your Message

Communication is a key part of any service project. You will need to communicate about:

- Getting volunteers to help you plan or implement your service activity
- Building Partnerships with potential collaborators or sponsors
- Raising funds or in-kind donations for your project
- Informing potential participants who might benefit from your service

Publicize your event using a combination of low-tech outreach, traditional, and social media.



Low-tech Outreach

- Post flyers in public places
- Use community bulletin boards
- Ask area businesses to spread the word (e.g. flyers at registers or posters in store windows)
- Make announcements at schools, churches, or civic groups

Traditional Media

- Invite the news media (print and broadcast) to report about your upcoming event or to attend and share information about accomplishments. Use a [press release \(node/252\)](#) or a [media advisory \(node/252\)](#).
- Make follow-up phone calls to the news media
- Place free ads in the community affairs section of your local papers

Digital and Social Media

- Submit your event to local online calendars and LISTSERVs
- Promote your project, and document the day, through Facebook, Tweets, and pictures

- Reach out to a local blogger and ask if he/she might cover the event



Assess and Reflect

Host an official debriefing meeting for team members after the service day.

Ask the team to reflect on the following questions:

- Examine the goals you set for yourselves. Which ones did you meet? Which exceeded your expectations? And which goals did you not quite reach?
- What did you accomplish?
- Who did your work impact in your community?
- What went well and what could be improved for next time?
- What CHIP resources or outreach methods would you use again in the future? Which ones would you forego?
- Consider what doing this work on MLK Day, in particular, meant to your community.
- Go back to your initial investigation into the local problems you elected to help tackle and ask more questions. For example: If you distributed information about the availability of CHIP to members of your community, what else could you provide to help them live healthier lives? What other organizations or programs could you partner with to offer healthcare support in your community?



Share Your Story

We know you might not like to brag, but please do! You may inspire others to organize a CHIP event once they hear what you accomplished. Share your service accomplishments with:

- Volunteers, financial and in-kind supporters and constituents groups; the accomplishments could accompany a thank you letter
- The media; thank all media who reported on your planned activities or covered your service project along with sharing accomplishments from the project and any plans for the future
- The Corporation for National and Community Service; learn about multiple ways to [share your story](http://www.serve.gov/?q=site-page/share) (<http://www.serve.gov/?q=site-page/share>)

30 reads

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